

2018 Monitoring Report on the Sustainable Tourism Development of Huangshan

Monitoring Centre for UNWTO Sustainable Tourism Observatories

Mt. Huangshan Administrative Committee



Acknowledgement

General Director: BAO Jigang

Technical Director: XU Honggang

Members of Technical Group:

CHEN Fangfang, ZENG Guangkun, HE Huan, JI jie, LI Qinlin, LIAO Manjing, LIU Dongming, LIU Shimei, PU Meijing, QIU Yisi, REN Yuejia, ZHANG Qingfang

Acknowledgement:

Mt. Huangshan Administrative Committee, Huangshan Tourism Committee, Tangkou Town People's Government of Huangshan District, People's Government of Tanjiaqiao Town, People's Government of Jiaocun Town, People's Government of Gengcheng Town, People's Government of Sankou Town.

And all those who helped with the monitoring work.

1. Introduction

1.1 Monitoring Introduction

Huangshan, a world-class scenic spot, is an outstanding representative of China's mountain-type tourist destinations, and its sustainable tourism development has attracted the attention of China and the world. On February 26, 2008, the World Tourism Organization and UNESCO officially established the World Tourism Organization Tourism Destination Sustainable Development Huangshan Observation Point and the World Heritage Site Sustainable Tourism Development (Huangshan) Observation Area. The purpose is to collect long-term monitoring of many indicators such as tourists' perception and satisfaction, and the impact of tourism on the community, and collect data on the sustainable development of tourism in Huangshan Mountain, and then explore the maximum tourism economy and the greatest benefit to the community. A development model that minimizes negative environmental impacts. On May 30, 2011, China Huangshan Scenic Area Management Committee and Sun Yat-sen University officially signed an agreement on the construction of observation points and formally joined the technical evaluation system of the United Nations World Tourism Organization GOST project. Under the vigorous support and proactive cooperation of the committee, the university has sent a monitoring team to the Huangshan Scenic Area for field investigation from July 21 to July 30, 2018. It is hoped that through the comprehensive investigation of the environmental, social and economic impacts of Huangshan tourism development, the management experience in sustainable tourism development would be summarized and promoted globally.

1.2 Monitoring methods

1.2.1 Monitoring process

The monitoring scope of the current period is the overall planning scope (2006) and buffer zone of the Huangshan Scenic Area, including the 160.6 square kilometers listed in the Huangshan Scenic Area, and the surrounding five towns (Tangkou Town, Tanjiaqiao Town, Sankou Town, Gengcheng Town and Jiaocun Town. The total administrative area of these towns is about 490 square kilometers.)

Based on the review and summary of the previous five-year monitoring results, from July 21st to

July 30th, 2018, a professor, a lecturer, two doctoral students, a master student and eight undergraduates from Sun Yat-sen University are merged into a monitoring team, which participated in the monitoring activities. Through questionnaire surveys, field surveys, and government interviews, they completed: (1) Huangshan tourism and resource environmental protection assessment; (2) The Survey on Huangshan tourism's Social and Economic Impact on buffered five towns environment; (3) Residents' satisfaction with Huangshan Tourism in five buffered towns; (4) Visitors' perceptions and satisfaction of scenic spots and other regular project monitoring. And they also completed: (5) Investigation report on the construction status of Dongdamen in Huangshan Scenic Area; (6) Community Responsibility Behavior Practice of Tourism Small Business Operators; (7) Research on the Livelihood Capital Research Report of Huangshan Buffer Residents.

In this monitoring, a total of 444 questionnaires were issued, including 306 valid questionnaires; 300 community questionnaires were distributed, and 289 valid community questionnaires were returned; interviews were conducted with government agencies, small business owners, and community residents in the buffer villages and towns. Relevant secondary information was collected through relevant Management Committee.

1.2.2 Main issues and indicators screening

Based on the World Tourism Organization (WTO) indicator method, the "Huangshan Scenic Area Tourism Master Plan" and the actual situation of tourism development in Huangshan Scenic Area, combining with the previous monitoring experience, the basic indicators for the sustainable development of tourism in Huangshan Scenic Spot were formulated. See Table 1-1 for details.

	main problem	Monitoring basic indicators	Is there routine monitoring?	The monitoring frequency of this project
Tourism and resource protection	Biodiversity conservation	1. Number of key national species	Yes	Five years
		2. Endangered species species; quantity	No	Five years
		3. Number of ancient and famous trees; distribution status; protection level	Yes	Five years
		4. Forest coverage	Yes	Five years
		5. Name of research cooperation project in resource protection; task; cooperation institution; duration	No	One year
		6. New protection measures	No	Two years
	Cultural resource protection	7. The number and protection of cliff stone carvings and cultural relics	Yes	Five years

		8. Funds and proportions for heritage conservation (recovery, protection and maintenance)	No	One year
		9. New policies and protections	No	Five years
	Tourist diversion	10. Proportion of visitors to the mountains at each gate	Yes	One year
	Water Environment	11. Surface water quality compliance	Yes	One year
		12. Drinking water quality compliance	Yes	One year
		13. Annual total amount of domestic sewage treatment; peak daily processing volume during peak season	Yes	One year
	Acoustic environment	14. Life and traffic noise compliance	Yes	One year
	Atmospheric Environment	15. Air quality compliance	Yes	One year
	Solid Waste	16. Total annual output of solid waste	Yes	One year
		17. Ways to deal with waste	Yes	Five years

		18. Proportion of total recycled waste	Yes	One year
	Main landscape reputation	19. The reputation of the main landscape	No	Three years
	Protected area construction area	20. Construction area and concentration in the protected area	Yes	Three years
Tourism and community	Tourism development level	1. Total population of the community (locally constituted)	Yes	3 years
		2. Number of attractions	Yes	1 year
		3. Number of accommodation facilities	Yes	1 year
		4. Number of visitors to the reception	Yes	1 year
		5. The overall impact of tourism on local communities	no	2 years
	Resident attitude and impact perception	6. Residents' overall attitude towards tourism development (questionnaire)	no	1 year

		7. Resident perception of the economic, social and cultural impact of tourism	no	1 year
	Community involvement and awareness	8. Proportion (quantity) and main types of community-related tourism-related work	no	1 year
		9. Community residents' perception of their participation in tourism	no	1 year
		10. Community residents' perception of the concept of “sustainable tourism development”	no	1 year
		11. Issues related to tourism development that residents are concerned about	no	1 year
	Business partner satisfaction	12. Satisfaction with tour guides and travel agencies	no	1 year

Tourist perception and satisfaction	Tourist satisfaction level	1. Tourists' satisfaction with Huangshan resources, services, overall tourism environment and other aspects	no	1 year
		2. Overall satisfaction of visitors	no	1 year
		3. Visitors' perception of whether the travel experience is in line with expectations	no	1 year
		4. Visitors' revisit rate and recommendation willingness	no	1 year
		5. Huangshan Scenic Area Tourist Complaint Rate	Yes	1 year
	Tourist safety	6. The incidence of tourist accidents	Yes	1 year
		7. Visitors' perception of safety in Huangshan Tourism	no	1 year

	Tourist education	8. Proportion of visitors who participated in the commentary education activities carried out in the Huangshan Scenic Area	no	1 year
Economic impact of tourism	Tourism income	1. The total number of tourists in Huangshan Scenic Area	Yes	1 year
		2. Tourism statistics (total tourism revenue, number of beds, overnight stay, per capita spending, etc.)	Yes	1 year
		3. Number of visitors to the surrounding low mountain attractions	Yes	1 year
		4. Tourism statistics for surrounding low mountain attractions	Yes	1 year
	Seasonality of tourism	5. The ratio of the number of tourists in the scenic spot to the month of the month	no	1 year
	Tourism and employment	6. Employment created by tourism	no	1 year

		7. Satisfaction of tourism practitioners	no	2 years
	Tourism economic action	(special study)	no	3 years
Organization and management	Organizational management achievements and social recognition	Industry and social recognition	no	3 years

2. Tourism and resources, environmental protection

2.1 Biodiversity Conservation Assessment

2.2.1 Overview

There are various kinds of plant species in Huangshan. There are 1807 recorded species of plant, of which 1,450 are native species. There are 176 species listed on the World Heritage List. More than 50 species are rare and endangered plants. There are 300 species of vertebrates, including 48 mammals, 170 species of birds, 38 species of reptiles, 24 species of amphibians and 24 species of fish. Among them, 31 species have been included in the World Heritage List.

Meanwhile, Huangshan Scenic Area has always attached importance to biodiversity conservation and sustainable utilization, and it actively carried out biodiversity conservation cooperation projects. The main progress in 2017-2018 includes: 1) Huangshan Scenic Area Biodiversity Conservation Research Base Cooperation Project, newly built 10 observation plots of 0.48 hectares and 0.2 hectares, reviewing the original 10.22 hectare plot of Xiaoling foot and 1 hectare plot of Guanliulou and Xianglu Peak; 2) Huangshan large fungus diversity research project: new large scale in Huangshan Scenic Area Five fungal fixed observation plots were combined to carry out long-term positioning observation and conservation research on large-scale fungal diversity.

2.2 Cultural Resources Assessment

Huangshan has a long history of humanity and rich cultural heritage. The cultural relics include: intangible relics such as ancient cultural sites, ancient buildings, ancient paths, ancient tombs, stone cliffs, important historical sites and representative buildings of modern times, and significant objects of various periods in history; tangible cultural artifacts such as works of art, ancient books, manuscripts, books and materials, and representative objects.

In recent years, Huangshan Scenic Area has carried out a comprehensive set of scientific, faithful, and complete files of data, words, drawings and acoustic images through the implementation of the general survey of cultural relics and historic sites, the general survey of cliffs and the third national cultural relics survey, and figured out the quantity, distribution and status of Huangshan cultural relics and historic sites ,possessing first-hand information on the protection of cultural relics, and solidifying the foundation of cultural relics protection management. At the same time, the overall planning of Huangshan Cultural Relics Protection was initiated, so that scientific and reasonable protection and management measures were used to better protect and extend the entire historical information and cultural value of cultural relics.

2.3 Monitoring of environmental protection ,indicators

This period of monitoring shows that In terms of domestic sewage, the site has a total of 15 sewage treatment stations with a total designed capacity of 6,300 tons per day. The average annual sewage treatment capacity is approximately 500,000 tons, and the length of the main control network is approximately 11 kilometers, basically achieving wastewater collection and slicing within the scenic area. In terms of air quality, the major air quality indicators for scenic spots in 2017 were all better than the national ones.In the case of solid waste, classification of different types of solid waste has been achieved.

3. Tourism and community

3.1 Status of community economic development

Among the five towns around Huangshan Scenic Area, except for Tangkou Town, which is

dominated by agriculture and service industries, other towns basically use agriculture as the pillar industry, while service sector and industry are at the development phase. In recent years, the development of Dongdamen and the construction of Donghuangshan International Town in Tanjiaqiao Town have entered the implementation stage. The status of tourism in the national economy will be improved, and the income level of residents is expected to increase. Jiaocun Town is currently actively developing rural tourism and vigorously introducing the integration of agriculture and tourism. Both Gencheng Town and Sankou Town have a high degree of emphasis on characteristic agriculture.

3.2 Status of community tourism development

Among the five townships in the Huangshan buffer zone, Tangkou Town was given an opportunity to develop due to its location advantage in Nanmen, and tourists, tourism products, and tourism development in Tangkou Town were all ahead of those in other towns. The transformation from traditional tourism products to leisure resort products is the major problem that Tangkou Town needs to solve currently. The construction of the Huangshan East Gate and the building of the East Huangshan International Town have brought an important opportunity for the development of Tanjiaqiao Town. Jiaocun Town, Sankou Town, and Handan Township all have certain tourism resources, but due to the lack of tourists, the lack of development efforts, the richness and maturity of tourism products, and the average level of tourism development have stagnated. At present, the three towns are actively looking for ways to take advantage of beautiful rural construction, global tourism, to create ancient village tours, agricultural leisure tourism, RV camp, hotel and leisure complex and other tourism products.

3.3 Community public services and environmental sanitation

In recent years, Jiaocun Town has actively carried out the construction of a social security system, built a social security system centered on medical insurance and the low-income, and implemented many people's livelihood projects such as medical cooperation, beautiful rural construction, and compulsory education funding. Since 2017, Gencheng Town has been promoting the global environmental improvement and improving the urban and rural living environment through “sending one point, upgrading two lines, and expanding coverage”. Sankou Town is currently undergoing a global environmental remediation work. Tanjiaqiao Town is committed to the overall environmental

remediation, in order to clean up garbage, firewood, sundries, advertising signs, building materials, chaotic cords, private and illegal construction, and comprehensively rectify the village as a unit, formed a unit with a file. Since March 2018, Tangkou Town has quickly started the work of creating a city and the whole environment, focusing on the demolition of illegal construction, cleaning up and rectifying the road management, and greening and beautifying the city appearance.

3.4 Buffer residents' attitudes and perceptions

3.4.1 Monitoring method

The survey on residents' attitudes and perceptions in the sustainable development of Huangshan Tourism involves the economic, social, cultural and environmental influences of residents' tourism development and the attitudes of residents. The questionnaires were mainly distributed to the residents of five townships around Huangshan. In the design of the questionnaire scale, the Likert 5-level scale design pattern is adopted, that is, five alternative answers are given for each question in the scale. The five answers are arranged in increasing order of consent, and the corresponding assignment value is 1, 2, 3, 4, 5 respectively. A total of 300 questionnaires were distributed in this monitoring, and 300 questionnaires were collected, of which 289 were valid, and the effective rate was 96.3%. The following is the results of the questionnaire analysis.

3.4.2 Community Questionnaire Demographic Statistics

variable	category	Number of people	percentage
gender	male	155	53.6
	Female	130	45
age	Under 15 years old	5	1.8
	15-24 years old	49	17.2
	25-44 years old	128	44.9
	45-60 years old or older	88	30.9
	60 years old or	15	5.3

	older		
education	Junior high school and below	20	7.1
	High school or secondary school	86	30.7
	College	103	36.8
	Bachelor	68	24.3
	Bachelor degree or above	3	1.1
Profession	student	36	12.7
	Planting farmers	17	6.0
	Poultry farmers	1	0.4
	Service worker	54	19.0
	Company employee	17	6.0
	Government or institution	33	11.6
	Retired staff	4	1.4
	Individual private household	94	33.1
	other	28	9.9
monthly income	1,000 yuan and below	35	13.1
	1001-2000 yuan	42	15.7
	2001-3000 yuan	91	34.1
	3001-5000 yuan	58	21.7
	5001-10000 yuan	30	11.2
	More than 10,000 yuan	11	4.1

3.4.3 Residents' perception of the economic, social, cultural and environmental impacts of tourism

Buffer residents' perception of the influence of on tourism was measured. The indicators of tourism impact perception were divided into four categories: economic, social, cultural, and environmental.

The indicators with the highest perceiving mean and rate of approval are: "Tourism Development Makes Local Residents Recognize the Value of Huangshan Cultural Heritage", "Tourism Development Helps Enhance Local Residents' Cultural Pride to Huangshan", and "Tourism Development Promotes Cultural Exchanges between Local and Foreign Countries" "Tourism is conducive to the inheritance of local traditional culture, ethnic customs, etc.", "Tourism development has caused local housing prices, rents, etc. to rise" and "Tourism has increased local prices and increased living costs", and the perceived mean is higher than 3.80. The above indicators include economic indicators and cultural indicators. The indicators with the lowest perceiving mean and rate of congruence are: "tourism development has made the local public security situation worse", "tourism development has disturbed the lives of residents, causing troubles for residents" and "tourism is easy to cause conflict between tourists and local residents", the perception mean is below 2.80. The above three indicators are negative indicators, and the low perceptual mean indicates that the perception and recognition of residents' negative impact on Huangshan's tourism development is not obvious.

3.4.4 Overall attitude and life satisfaction of community residents

The monitoring results show that 84% of the residents agree or strongly agree to support Huangshan to continue to develop tourism, and 73.2% are willing or very willing to take the initiative to communicate with tourists, 61.7% of residents are willing to take the initiative to provide advice for local tourism development. Both the attitude of residents' overall development of tourism in Huangshan and the attitude of foreign visitors are positive. However, local residents are not satisfied with the status of tourism development and their attitude towards participating in tourism is not particularly positive.

In terms of life satisfaction of community residents, the average life satisfaction of the five towns was 3.39, and the standard deviation was 0.78. Overall, the community residents were satisfied with

the current life, but do not have high satisfaction. According to the data collected from the sub-regions, the satisfaction of residents in Sankou Town and Yucheng Town is higher in the five towns, and the satisfaction of residents in Tangkou Town is lower than that of other urban residents.

4. Visitor experience and satisfaction

4.1 Basic information on the tourist questionnaire

This time, the monitoring work for tourists is to collect and monitor data of various indicators, which was mainly based on field research and the method of issuing questionnaires, supplemented by brief non-structural interviews. Among them, the questionnaires were distributed in the Yingkesong-Yuping Cableway Station (the scenic area), the Yungu Temple Visitor Center (the periphery of the scenic area) and the transfer center terminus (in the tourist portal community). A total of 444 questionnaires were distributed and 412 questionnaires were returned. Due to the lack of information in some questionnaires, 306 valid questionnaire data were used for analysis.

This monitoring has collected three indicators for tourists, including demographic characteristics, parade action, visitor experience and visitor satisfaction. Visitor demographic characteristics is to understand the gender, age, source, education, occupation and other basic information of the visitors, the parade action is to understand the travel plans and companion ways of the visitors to Huangshan; the visitor experience includes a total of 7 evaluation projects; The total includes 9 evaluation items.

4.2 Characteristics of the demographics of tourists and the appearance of parades

In this survey, there are 173 male tourists and 132 female tourists. The male-female ratio is 1.3:1. The number of tourists aged 15-24 is the highest, accounting for 51.49%, and the number of tourists aged 25-44 accounts for 38.94%.

Among the valid questionnaires, Anhui Province had the largest number of tourists, accounting for 16.72%; the number of tourists from Jiangsu Province ranked second, accounting for 15.41%; secondly, tourists from Guangdong Province, accounting for 11.15%. %; the fewest visitors from Yunnan and Qinghai. It can be seen that the radiation range and extent of the tourist source in Huangshan Scenic Area are characterized by three levels: the main source of Huangshan is the

province of Anhui Province and the province bordering Anhui Province; the second is the southeast coastal province, while Yunnan, Qinghai, Guizhou, There are very few tourists from southwestern and northwestern regions such as Xinjiang and Gansu.

Among the valid questionnaires, there are 160 undergraduate students, accounting for 53.16%, followed by high school or secondary school graduates, with a total of 55, accounting for 18.27. It can be found that most of the tourists have undergraduate and above qualifications and are highly educated.

Among the 306 respondents, 265 were their first to visit Huangshan, accounting for 86.60%; 69 people chose to stay in Huangshan for only one day, 163 tourists stayed for two days, and 74 tourists stayed for three days (and the above). From the number of visits and the time they staying, Huangshan Scenic Area is still mainly for tourists who are attracted to stay for one to two days. The tourist revisit rate is not high and the stay time is not long.

4.3 Visitor experience

In this visitor monitoring, the tourist experience is mainly divided among three major categories: landscape aesthetic experience, cultural experience, and weather impact.

Landscape aesthetic experience

Seventy percent of tourists believe that the Huangshan landscape and facilities are in good condition, and the artificial facilities are in harmony with the natural environment. Visitors agree that the landscape is real and non-artificial. The sound in the scenic area is the sound of nature itself, and the tranquility of nature can be experienced in Huangshan. It is comprehensively shown that Huangshan has built a good position in natural landscape protection and infrastructure in developing tourism.

It is worth mentioning that among the options for the right people, 65% of the visitors agree or strongly agree that Huangshan is very suitable for young people to visit. The approval rate is the lowest among all the items, indicating that the tourism products provided by Huangshan Scenic Area are gradually losing their appeal for young people.

In addition, there are gender differences in the aesthetic experience of Huangshan tourists. The overall data shows that, including the basic condition, uniqueness and overall aesthetic experience of

Huangshan, there is basically a higher degree of female approval than males, thus indicating that the experience of female tourists is more intense.

Cultural experience

The survey found that Huangshan tourists mainly focus on the landscape poems and landscape paintings of Huangshan in terms of cultural experience. The survey data shows that mass tourists are more inclined to associate with stories. In terms of gender differences, the cultural experience of Huangshan tourists is affected by gender differences, and women's cultural experience is stronger than men's, which is similar to the gender difference in aesthetic experience.

Comparing the overall average of the aesthetic experience and cultural experience of natural landscapes, the aesthetic experience is generally higher than the average of the cultural experience, that is, tourists are generally more likely to produce an intuitive natural landscape aesthetic experience, while the cultural experience is lacking. In this regard, the scenic spot should increase the popularity of culture before or during the tourist tour, such as the description and explanation in the brochure, and the voice explanation function on the spot.

Weather effects

The survey found that Huangshan tourists are more optimistic about the impact of the weather. Only 21.6% of visitors agree or strongly agree that it will be affected by the rain during the tour. In July, East China has a high temperature and a long-time duration. About 20% of tourists agree or strongly agree that the sun exposure time is longer and the temperature is higher compared with expectations. It shows that most tourists are more tolerant of temperature. Nearly 50% of tourists believe that the clouds and fog in the Huangshan Scenic Area are more than expected. Visitors say that too much cloud covers the distant scenery and are not satisfied with it. Through the T test, the perception of adverse weather effects was found to be affected by gender, and men were more sensitive to weather than women.

4.4 Tourist satisfaction

According to the existing research, this monitoring will evaluate the tourist satisfaction of mountain-type scenic spots into the following six aspects: scenic traffic, landscape value, scenic environment, scenic dining, scenic accommodation and shopping entertainment.

As regards the traffic in the scenic spot, overall, the traffic construction inside and outside the scenic spot is in good condition and the accessibility is high. In terms of landscape value, 79.1% of the tourists agree that the landscape of Huangshan Scenic Area is of high value, attractive and has marketing value; but under this condition, only 41.6% of tourists believe that the ticket price of the scenic spot is reasonable. In terms of the scenic environment, tourists are generally satisfied with the environment and sanitation evaluation of Huangshan Scenic Area, indicating that the landscape facilities in Huangshan Scenic Area are well constructed; compared with the landscape and public facilities, the evaluation of the congestion degree of the scenic spot is low, and the congestion in the scenic area needs attention. In terms of catering, most tourists were dissatisfied with the catering price in the scenic area. Only 25.0% of the tourists thought that the price in the scenic area was reasonable. In terms of food, only 37.9% of the tourists thought that the local food was impressive. In terms of scenic accommodation, the tourists' evaluation is relatively low. 47.0% of the tourists agree or strongly agree that the quality of the accommodation service in Huangshan District is very high, and 40.2% of the tourists are neutral. In terms of shopping and entertainment, 32.7% of the tourists disapproved or strongly disapproved of the tourist souvenirs in the scenic spot; only 27.5% of the tourists thought that the souvenir crafts in the scenic spot were impressive and 45.4% were neutral. Combined with field trips, it was found that Huangshan Mountain District lacks distinctive souvenirs and handicrafts. In terms of entertainment experience, Huangshan Scenic Area relies mainly on the steepness and magnificence of nature to give visitors a pleasant experience. The entertainment method is relatively simple.

4.5 Summary of this chapter

On the whole, the main tourist groups in Huangshan Scenic Area are middle-aged and young people. The three-level tourist market is presented to the center of Anhui Province. The tourists are mainly students, and clerks of enterprises or institutions. The education level is high. Most tourists choose to go to Huangshan for 1-2 days to go sightseeing, the overall satisfaction is relatively high, but the revisit rate is low. Through the combing of the previous aspects of this chapter, Huangshan District should focus on the following aspects in order to improve its satisfaction:

1. Consider the gender differences of visitors. According to the monitoring data of this year, even

thinking of the differences in the acceptance of questionnaires between men and women, the gender factors of Huangshan tourists show different attitudes in many indicators. Therefore, the scenic spots need to maintain the interest of male tourists and focus on the female tourist experience. Start in both directions to enhance the overall experience of the visitor.

2. Strengthen the construction of the commentary system. Huangshan tourists are mainly individual tourists, and individualization may become the trend of future tourists. Therefore, the online intelligent explanation and navigation system for individual customers, especially young educated groups, should be improved.

3. Pay attention to the improvement of experience quality. Huangshan's main problem in the experience and satisfaction of tourists are the lack of interactive and experiential tourism products, the quality of accommodation, catering and tourism products needs to be improved. It is recommended to develop more experiential tourism products such as study tours, develop typical tourism products with destination characteristics, and enhance the quality of accommodation and dining in the mountains.

Due to the above, most of the surveyed visitors are not willing to revisit, and they only have a strong will of recommendation. At the same time, as the world's natural and cultural heritage, Huangshan Scenic Area should strengthen the tourist education function and enhance the green awareness of tourists.

5. Special studies

Topic 1 Investigation Report on the Construction Status of Dongdamen in Huangshan Scenic Area

1 Background

As the gate of Huangshan Mountain, there is no effective benefit for Tanjiaqiao Town in tourist development from the tourism of Huangshan Mountain. To this end, the Anhui Provincial Party Committee and the Provincial Government, the Huangshan Municipal Party Committee and the Municipal Government put forward the strategic concept of “opening the four gates of Huangshan” and proceeded to plan and construct the “Dongdamen” of the Huangshan Mountain Scenic Area.

Based on the monitoring last year, this special survey was conducted to understand the construction of the Huangshan Gate and the perceptions and attitudes of the residents, merchants and tourists of the two towns through interviews. The attitudes of residents (merchants) and tourists can reflect the progress of the project to a certain degree, explore potential problems, and provide a certain extent of reference for the development of Dongdamen in Tanjiaqiao Town Scenic Area.

2 Research process

The survey of visitors to the sustainable development of Huangshan Tourism was completed by two doctoral students, one master student and eight undergraduates from the School of Tourism of Sun Yat-Sen University. The investigation time is from July 7 to July 12, 2018. This special survey mainly takes semi-structured interviews. The survey targets are residents of Tangkou Town and Tanjiaqiao Town (mainly merchants) and relevant staff of Tanjiaqiao Town Government. Meanwhile, a simple interview was conducted with tourists who have already visited Huangshan.

The interview included understanding the progress of the project from the relevant departments of the Tanjiaqiao government tourism planning (and conducting field research), and understanding the channels, extent and their attitudes to Dongdamen project from the merchants and residents of Tanjiaqiao Town (and Tangkou Town)

3 Overview of the status of Dongdamen construction

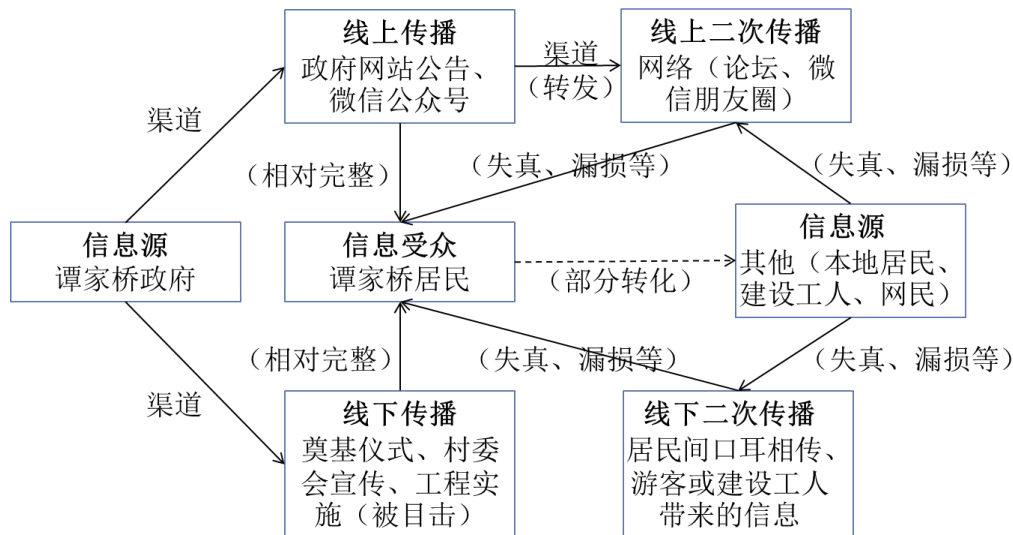
The concept design of Donghuangshan International Town and the urban design of the core area was completed by the design company AECOM through international bidding. The “Tanjiaqiao Town Master Plan” was reviewed and approved by Beijing Urban Construction Design and Development Group. The adjustment of “Tanjiaqiao Town Land Use Planning” was finished on schedule. Due to the investigation time, the construction of international towns was officially launched. The first phase of the project has been implemented in the southern part of the group, and the second phase is also being carried out smoothly. In addition, due to the initial stage of construction, there are still many planning projects waiting to be implemented.

4 Research feedback

The information collection of this topic mainly includes the following three points: information channels, understanding level and attitude.

4.1 Access to information

According to the collated interview information, the information on the residents of Tanjiaqiao Town about the construction of Dongdamen is mainly divided among the following three types: 1. Direct access to government information. Some of the residents from Tanjiaqiao Town, who were interviewed, participated themselves in the ground-breaking ceremony of the internationalized town held by the government, so that they understood the planning of the Dongdamen of the town government. Because of their official information channel, the information they obtained was precise. In addition, residents mentioned the announcement of the planning and construction issued by the town government. 2. Offline secondary transmission. Some of the respondents said that they learned about the construction of Dongdamen through the words of mouth of others. In the secondary dissemination of Dongdamen development and construction information, information may occur the leakage, distortion, distortion, etc. , and the wrong information may cause residents to have a negative attitude. 3. Onlien secondary transmission . Network information has also become an important way for residents to obtain Dongdamen development and construction. Network information has the characteristics of strong immediacy, fast transmission speed and wide range of communication. Therefore, the network is also an important factor affecting residents' perception and attitude towards Dongdamen construction.



4.2 Understanding of the construction of Dongdamen

Compared with last year, this year, residents of Tanjiqiao Town generally knew the news of the construction of Dongdamen . However, for the degree of abundance and authenticity of information mastering, there are certain differences between various interviewed individuals. Some residents can learn the details of the construction plan through certain channels, and the information acquisition level is relatively rich and complete. Secondly, residents who are less involved in tourism are less likely to have relevant information. In this survey, there are still some people interviewed who do not know that Tanjiqiao Town wants to develop as the Huangshan Gate, but generally the residents have had this information yet .

Through surveys and interviews, it can be seen that residents' attitudes toward Dongdamen construction are influenced to some extent by the channels of information they receive and the richness and authenticity of information.

4.3 Attitude towards Dongdamen Construction

Through investigations, it was found that residents and merchants generally responded positively to the changes brought by the construction of Dongdamen. The specific performance was that many merchants began to prepare for the renovation and upgrade of the stores. Among them, the reactions of industries closely related to tourism such as hotels, agritainment, inns and others are most positive and obvious. Other residents also hold a relatively positive attitude. At the same time, some residents have

negative attitudes. The main reason is that there is a certain deviation between the information they have and the actual planning and construction. Therefore, they have a negative attitude towards the construction of Dongdamen .

Residents and tourists in Tangkou Town expressed their support for the development of Dongdamen , and some merchants in Tangkou Town have concerns that the growth of Dongdamen will decline the number of tourists in Nandamen , thus affecting their business and then reducing their economic income.

5 Summary and recommendations

As the construction of Dongdamen (Tanjiaqiao Town) has just started, generally speaking, visitors to the Huangshan Mountain Scenic Area have less knowledge about it. Most tourists will still choose to enter the Huangshan Mountain Scenic Area from Nandamen (Tangkou Town), but support for the development of Dongdamen. The residents and merchants in Tangkou Town still hold a wait-and-see attitude. The residents of Tanjiaqiao Town have different attitudes towards the construction of Dongdamen due to different information mastery. The merchants related to tourism have begun to cope with the changes brought about by the development of Dongdamen. The ordinary residents generally hold the attitude of supporting construction and development. At the same time, there is also information distortion, and some have a negative attitude.

Therefore, in the process of development and construction of Dongdamen , it is necessary to strengthen the effective degree of information dissemination of project construction progress. Only by obtaining the general support of most residents, the smooth progress of project construction can obtain effective protection and avoid unnecessary obstacles.

Topic 2 Community Responsibility Behavior Practice of Tourism Small

Business Operators

1. Background

In recent decades, more and more community residents have participated in the development of community tourism through the establishing small tourism enterprises and become the owners or

managers of them. Good interaction between business and locality is an important issue for the sustainable development of the community.

In order to promote the benign development between small tourism businesses and destination communities in the surrounding communities of Huangshan tourism development, this topic aims to understand the community responsibility behavior of small tourism business operators, the current perceived level of social support, and the status quo of the business operators' cognition of reciprocity norms to further explore whether the social support perceived by the business operators can influence their community responsibility behaviors. Among them, the reciprocal normative logic of enterprise operators themselves whether plays an important role in the fulfillment of community responsibilities . In the end, the survey seeks to provide some guidance and suggestion for local governments how to treat the attitudes and behaviors of the increasingly large-scale tourism small businesses in order to promote good interaction between enterprises and localities, and further realize the sustainable development of communities and tourism.

2. Research process

The survey of this topic is mainly carried out by means of questionnaire survey, and the survey object is the small business operators of tourism. This poll mainly sets up the survey questionnaire based on the research on community responsibility behavior of small business operators. The main body of the questionnaire is divided into three main parts: 1. Research guiding words, mainly at the beginning of the questionnaire to emphasize the anonymity of the questionnaire, the purpose of the study and there is correct or error of the answer, promising that the answers to the questionnaire are strictly confidential. 2. The main part of the questionnaire, including the scale measurement items of the three variables (community responsibility behavior, perceived social support, and reciprocal normative cognition) involved in this survey. 3. Some demographic information and concluding remarks of the respondents, and the anonymity of the questionnaire is emphasized again in the concluding remarks.

The Community Responsibility Questionnaire uses a five-point Likert frequency scale. Because it includes multiple items in the community responsibility, perceived social support, and reciprocal normative cognitive side measurement ,the overall levels are the sum of the level values of the items

under the respective scales. For example, the scores of the measurement items under the community responsibility behavior are added up, which represents the overall level of the community responsibility behavior of the tourism small business operators. The higher the score, the higher the overall level of community responsibility of the tourism small business operators.

The survey site was Tangkou Town. A total of 150 questionnaires were distributed and 150 copies were collected. The recovery rate was 100%, of which 149 were valid questionnaires. Among the 149 valid samples, 95 were locals, accounting for 63.76%, and 52 were foreigners, accounting for 34.9%. From the perspective of tourism business information, the types of enterprises mainly include restaurants, inns, and farmhouses (36%).), tourist shops (handicrafts, souvenirs, specialty stores) (31%), B&Bs (23%), bars, coffee and beverage stores (1%), others (9%).

3. Community Responsibility Behavior of Tourism Small Business Operators and Its Influencing Factors

3.1 Current status of community responsibility behavior of tourism small business operators

Tourism small business community responsibility behavior refers to the support and contribution of small business owners to the community. The measurement items mainly include two factors: community participation and community support. According to the results of data analysis, Tangkou Town's tourism small business operators have a high level of community responsibility, and their community responsibility activities are frequent. From the perspective of community participation and community support, the level of community participation of tourism small business operators is slightly lower than the level of community support.

3.2 Perceived social support and community responsibility behavior of tourism small business operators

The perceived social support level of tourism small business owners refers to the support and help from the community perceived by the small business owners. The measurement items mainly include two factors, namely material support and emotional support. According to the results of data analysis, the tourism small business operators perceive a higher level of social support; the perceived level of

emotional support is slightly lower than the level of material support.

In order to understand the differences in community responsibility behaviors at different levels of perceived social support, we tested the mean difference in community responsibility behaviors between the high and low levels of perceived social support by an independent sample T test. The results show that there is a significant difference in the level of perceived social support between the two groups in the level of community participation, community responsibility and overall community responsibility ($p < .001$), and the level of community responsibility of tourism small business operators with high perceived social support level. The level of community responsibility of tourism small business operators is lower than that of low-perceived social support. That is: tourism small business owners who get more support from the community are more likely to be willing to give back to the community and assume social responsibility.

3.3 Reciprocal normative cognition and community responsibility of tourism small business operators

The level of reciprocal normative awareness of tourism small business operators mainly includes two factors, namely, generalized reciprocity and balanced reciprocity. Among them, generalized reciprocity represents an uncertain return and a low self-interest; in this exchange, the giver is selfless and does not expect the recipient to return with equal value within a predetermined time. Balanced reciprocity reflects the simultaneous exchange of peer resources, that is, the two sides that balance reciprocity are mutually beneficial. The higher the level of cognition of the reciprocal norms of tourism small business operators, the more the tourism small business operators will follow the reciprocal logic of social exchange.

According to the results of data analysis, the level of reciprocal norms of tourism small business operators is relatively high, and the social exchange between business operators and communities is more likely to follow the guidance of reciprocal logic. From the perspective of generalized reciprocity and balanced reciprocity, the balance of reciprocal cognition of tourism small business operators is slightly lower than the generalized reciprocal cognition level, indicating that the business operators will understand the relationship between enterprises and locals based on mutual benefit considerations. Social exchange will also tend to be a selfless dedication to the community with a pure morality.

However, we must be clear that the census level of generalized reciprocity and balance reciprocity in our sample is only slightly higher than the median value. To a certain extent, it can also be said that the tourism small business operators are reciprocal. The cognition of the norm is not sufficient, and it may not be possible to guide the business operators in practice with reciprocal logic.

In order to understand the differences in community responsibility behaviors among different small-scale reciprocal norms of tourism small business operators, we use the independent sample T test to test the mean difference of the community responsibility level of tourism small business operators under the level of reciprocal norms of the two groups. According to the results of data analysis, there is a significant difference in community participation, community responsibility. Overall community responsibility under high and low reciprocal normative awareness levels ($p < .001$), and the level of community responsibility of tourism small business operators with high reciprocal normative awareness. Both are higher than the level of community responsibility of small business operators with low reciprocity norms.

4 Conclusion

This topic aims to understand the community responsibility practice level of tourism small business operators in Tangkou Town around Huangshan Mountain and the influence of corporate managers' perceived social support and reciprocal normative cognition on social responsibility behavior. The research found that: 1) In Tangkou Town Tourism the overall level of community responsibility of small business operators is generally high; 2) the perceived social support level of tourism small business operators in Tangkou Town is generally high; 3) the perceived level of social support by business operators may be one of the main factors of corporate fulfillment of community responsibilities; 4) The level of reciprocal normative awareness of the small business operators in Tangkou Town is generally average; 5) The level of reciprocal normative awareness of business operators may be one of the main factors leading to the fulfillment of community responsibilities by enterprises.

First of all, from the level of community responsibility of tourism small business operators in Tangkou Town, the level of community participation of business operators is limited, which makes the overall level of community responsibility affected. Therefore, destination managers should organize

events or build interactive platforms as much as possible to increase the community participation of business operators. In addition, we need to recognize the importance of the fulfillment of corporate managers' community responsibilities on the level of social support perceived by business operators and the perception of reciprocal norms, and pay attention to the importance of providing higher levels and more aspects support from the society for business operators, especially focusing on emotional social support, in addition to material support.

In addition, from the statistical survey results of small business enterprises we have also found out that the business content of Tangkou Town's tourism small enterprises is excessively concentrated on tourists' accommodation and tourism shopping, but ignoring leisure-oriented consumer demand for tourists such as bars, cafes, drinks shops, etc. This makes Tangkou Town more like a large tourism distribution center, becoming a “supplier” of accommodation and accommodation services attached to Huangshan Scenic Area. Therefore, destination managers should further consider enriching the tourism industry in Tangkou Town, introducing more innovative and creative corporate forms, and better realizing the healthy development of Tangkou Town enterprises.

Topic 3 Research Report on Livelihood Capital of Huangshan Buffer

Residents

1. Background

Relying on the brand effect of Huangshan Scenic Area, Tangkou Town, Tanjiaqiao Town, Sankou Town, Jiaocun Town and Gengcheng Town, which are buffer zones of Huangshan Scenic Area, have been affected by tourism development to varying degrees, and the way people earn a living has changed significantly. Therefore, this topic focuses on the current situation of residents' livelihoods and livelihood capital after tourism development to understand the impact of tourism development on the community.

“Sustainable Livelihoods” is an important framework for studying the living conditions of residents (especially rural residents) and has been widely used in tourism research. “Lives” include the capacity of residents to make a living, including assets, assets, and activities. It is a concept centered on people (community residents).

2. Research process

This special survey is mainly carried out by means of questionnaire survey. The object of this questionnaire is residents living in Tangkou Town, Tanjiaqiao Town, Sankou Town, Jiaocun Town and Handan Town of Huangshan Buffer. Drawing on the relevant models and maturity scales of sustainable livelihoods and livelihood capital, combined with the characteristics of Huangshan Tourism Scenic Area, this topic will eventually form a subjective measurement scale that includes human capital, natural capital, economic capital, physical capital, and social capital. This topic measures the livelihood capital from the perspective of residents' subjective perception. The evaluation of these indicators uses the Likert 5 scale, which is “very disagree” (1 point) according to the residents' identification, “disagree” (2 points), “Neutral” (3 points), “Agree” (4 points), “very agree” (5 points).

A total of 300 questionnaires were distributed in this survey, including 289 valid questionnaires. The proportion of valid questionnaires was 31.1% in Tangkou Town, 22.8% in Sankou Town, 19.7% in Jiaocun Town, 14.2% in Handan Town and 12.1% in Tanjiaqiao Town.

3. Analysis of the perceived living capital of residents in Huangshan Buffer

3.1 The overall perception of the livelihood capital of the residents in Huangshan Buffer

First, we should understand the livelihood capital perceived by residents. The overall mean value of the five major livelihood capitals is more than 3, indicating that the overall buffer residents are more optimistic about their own livelihood capital. Among them, the overall average value of natural capital is 4.16; the overall average value of human capital is 3.21, indicating that the skills and abilities of local residents, especially the ability to be engaged in tourism, need to be improved.

In terms of economic capital, residents in the Huangshan Buffer zone have clearly perceived that the local economic environment and tourism development have improved, and their consumption levels have increased, but their income, income sources, job types, job opportunities, types of enterprises and number of enterprises do not perform so well, especially income. In terms of social capital, the relationship among community residents, relatives and friends is harmonious, and the relationship between community residents is also concordant. Most residents agree that they are part of the community. In terms of physical capital, the material capitals perceived by the buffer residents

are better.

3.2 Analysis of perceived differences in livelihood capital among different urban residents

In order to learn the differences in the living capital status of different towns in the buffer zone of Huangshan Scenic Area, this topic explores the differences in the five capital averages of residents in Tangkou Town, Tanjiaqiao Town, Jiaocun Town, Yucheng Town and Sankou Town by one-way analysis of variance.

On the whole, the five major urban residents have significant differences in the perceptions of “economic capital”, “natural capital”, “social capital” and “material capital”, while the perceived difference in “human capital” is not so conspicuous.

The average per capita value of economic capital in different urban residents is generally low, while that in Tangkou Town is the lowest. It is likely that the tourism development of Tangkou Town is much higher than that of other towns. Jiaocun Town and Sankou Town are almost unaffected by tourism development. The development of tourism in Tanjiaqiao Town and Handan Town is moderate. Therefore, Tangkou Town is more prone to have the problem of vicious competition of merchants, which can lead to the strengthening of residents' negative perception of economic capital.

The perception of natural capital by residents in different cities is generally high, indicating that the residents of the buffer zone of Huangshan Scenic Area generally have a higher degree of recognition of Huangshan natural resources, and they have a stronger sense of brand awareness of Huangshan Scenic Area, and there is little difference between cities and towns.

The perception of social capital is also low in the residents of Tangkou Town. It is very likely that due to the development of tourism. Tangkou Town has a large seasonal population, which can lead to a weak sense of belonging and trust to the community and so as to be dissatisfied with the social environment of the community. Residents of Jiaocun Town and Qicheng Town have higher trust and a higher degree of recognition of the community.

In terms of material capital perception, the residents of Tangkou Town have far less perception than the other four towns. Although we generally believe that tourism development can bring positive impacts such as traffic improvement, public facilities and tourism infrastructure, but the increasing tourism needs will also affect residents' perceptions.

4. Conclusions and suggestion

The sustainable livelihood survey of the buffer residents in Huangshan Scenic Area mainly assesses the living capital status of residents from the five dimensions of natural capital, physical capital, economic capital, human capital and social capital, and compares the differences among cities. Relying on the brand effect of Huangshan Scenic Area, residents' participation in tourism will affect the five major capital types and combinations, and residents with weak capital stock, insufficient flow and weak circulation will often have certain livelihood problems. On the contrary, those residents who can deal well with the five capital relationships tend to have better livelihoods.

At present, the residents of the five towns generally perceive the local high natural capital (4.16), which provides favorable conditions for the development of local tourism. However, due to their own human capital (3.21) and economic capital (3.39), most residents may not be able to participate in and benefit from tourism. In order to improve the livelihood and living conditions of residents, it is recommended that local management institutions enhance the skills and abilities of local residents by training and providing a good economic environment and economic support.

5. Questions and suggestions

5.1 The product type is single, it is recommended to develop more experiential tourism products such as research and study travel.

At present, the tourism products of Huangshan Scenic Area are mainly landscape tourism, with a single product type, lack of experiential products, and low revisit rate. In order to solve this problem, it is recommended that the scenic spot can take the advantage of the natural and humanistic value of Huangshan to develop more experiential tourism products such as research and study travel.

In recent years, study tour has become an increasingly important market segment, and market demand is increasing day by day. “Tourism+Education” products are sought after by more and more parents and students. Students can create their creativity and explore more possibilities on the road through their interaction with nature, destination communities, teachers and classmates,. It is suggested that Huangshan Scenic Area cooperate with travel agencies to develop interactive travel products that are more interactive and entertaining, and to play the educational value of Huangshan in

many aspects such as natural landforms, precious flora and fauna, history and culture, and rural experience.

5.2 The visitor experience has declined, and it is recommended to manage to enhance the visitor experience.

In recent years, young people have played an increasingly important role in the tourism demand market, and have made higher requirements for the richness, interactivity and experience of scenic tourism products. The monitoring found that only 65% of the visitors agreed or strongly agreed that “Huangshan is very suitable for young people to visit” and the approval rate is low in all the items. Meanwhile, according to the field research, Huangshan Scenic Area faces the problem of declining tourist experience, which is reflected in: 1) the single product type of the scenic spot is gradually losing its appeal to the youth group; 2) the weather has a greater impact on the visitor experience, but the scenic area lacks corresponding management and remediation plan; 3) there is a problem with the cable car queue management.

Tourist experience is an important factor affecting tourist satisfaction and revisiting rate. It is suggested that the scenic spot take certain actions to manage and enhance the tourist experience. Specifically: 1) Develop experiential and interactive tourism products, such as: public and educational activities of strong interaction, research and study tourism products, etc.; 2) For the uncontrollable factors of the weather, in addition to the traditional sale of raincoats and sunscreen products to reduce the impact of weather on tourists, it should also provide timely weather information, and consider compensating the experience of the tourists in other aspects; 3) Improve the queue management of the cable car.

5.3 The infrastructure is unreasonable, and it is recommended to improve the infrastructure of the scenic spot

Huangshan Scenic Area has invested a lot of manpower and material resources in infrastructure construction and achieved some results. However, according to the results of this monitoring, there are still many improvement room in infrastructure, such as:

First of all, the distribution of trash cans in Huangshan Scenic Area is unreasonable. It is

embodied in the fact that the distribution of garbage bins in the main lines of Huangshan is too dense, which may inspire the tourists' bad habit of littering . As a world heritage site, Huangshan should pay more attention to the environmental protection education of tourists and encourage tourists to take garbage down the mountain.

Secondly, the interpretation system of Huangshan Scenic Area needs to be improved. Due to the lack of an effective navigation information system in the current scenic spot, visitors cannot accurately learn the location, travel time and distance of the attractions during the tour. As a result, unnecessary road congestion has occurred. Therefore, our suggestion for the scenic spot is: 1) provide online intelligent commentary and navigation systems for individual travelers, especially young educated groups. 2) Differentiate the channels of different functions and isolate them with particular physical separation.

In addition, the scenic spots also lack the facilities and services of rain gear, hiking equipment and other conveniences, making tourists tend to buy disposable raincoats, which will cause serious damage to the environment of Huangshan and its surrounding areas, and increase the work amount of environmental protection in scenic spots. We Suggeste that scenic spots 1) Provide timely and accurate weather information for tourists; 2) Pay attention to the management of tourists' rain gear; 3) Try to add rain gear and mountaineering equipment rent station at the entrance and exit of the scenic spot, and provide corresponding equipment for free or for a fee; 4) Strengthen environmental protection education and make visitors be aware of the environmental hazards of plastic raincoats and reduce the need of visitors to purchase disposable raincoats.

5.4 The development of the buffer community is uneven, and it is recommended to balance the development of the community.

Unbalanced development is a long-standing problem in the five towns of the Huangshan Buffer. The superior geographical position of Tangkou Town makes its tourism development the best, and the economic development level ranks first in the five towns; Tanjiaqiao Town faces a great development opportunity due to the development of Dongdamen ; in comparison, the development level of tourism in Sankou Town, Jiaocun Town, Handan is limited, and the agriculture still plays a more important role in the development of local economy.

However, the scores of residents in Tangkou Town, who are of the highest development level of tourism were significantly lower than those of other towns in terms of life satisfaction and perception of community livelihood capital. This may be due to the fact that after the development of tourism, the wealth gap within Tangkou Town has increased, resulting in a decrease in residents' life satisfaction and a decrease in the perception of community livelihood capital.

Therefore, Huangshan's tourism development should address the coordination of the problem of unbalanced development within the buffer community and within the community. On the one hand, it can combine the mountain scenery experience products of Huangshan with the rural tourism products of the surrounding communities to promote the development of surrounding communities; on the other hand, it can offer help to the community with the assistance of the government, non-profit organizations and other institutions, and enable more people participate in tourism development and reduce the wealth gap in the community through economic assistance and skills training.